

Re: Re: Thank you and insertsboundary="Apple-M...

**Subject:** Re: Re: Thank you and insertsboundary="Apple-Mail=\_E81FEA22-0924-4943-A773-A9AD116C6ED1"  
**From:** "Dawn Eastin" <dawn@downtownnews.com>  
**Date:** 01/05/2016 09:07 AM  
**To:** "Henna Sherzai" <HSherzai@downtownla.com>

Ok. Do you want to do something in print?

*Dawn Eastin  
General Manager  
L.A. Downtown News  
1264 W. First St.  
L.A., CA 90026  
213-481-1448  
213-250-4617 fax*

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On Jan 5, 2016, at 9:03 AM, Henna Sherzai wrote:

Hi Dawn,  
Thanks for checking in. I found out yesterday that we won't be able to get the inserts done in time. Thanks so much for sending over pricing. Maybe we can consider for something else in the future!

---

**From:** Dawn Eastin [mailto:dawn@downtownnews.com]  
**Sent:** Tuesday, January 05, 2016 9:03 AM  
**To:** Henna Sherzai <[HSherzai@downtownla.com](mailto:HSherzai@downtownla.com)>  
**Subject:** Re: Thank you and inserts

Hi Henna,

Happy New Year! Just checking in on the inserts.

*Dawn Eastin  
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On Dec 29, 2015, at 10:33 AM, Henna Sherzai wrote:

Hi Dawn,

Just checking in on this. We should be getting a quote from our printer today and will be able to let you know late Monday if we can move forward with the insert.

Thanks!

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**From:** Dawn Eastin [<mailto:dawn@downtownnews.com>]  
**Sent:** Tuesday, December 22, 2015 9:23 AM  
**To:** Henna Sherzai <[HSherzai@downtownla.com](mailto:HSherzai@downtownla.com)>  
**Subject:** Re: Thank you and inserts

Yes, I remember that. Well the price is quite different, it would be about \$8K for the cover we discussed. Not sure what your printing cost will be for the inserts which could make a difference.

The price I quoted you for the inserts was for 40K our full distribution. They would need to be delivered to the printer by the Wednesday prior to the publication they would be inserted. So for the issue of January 25 they would need to be delivered to our printer in Ontario by January 20.

*Dawn Eastin*  
*General Manager*  
*L.A. Downtown News*  
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On Dec 22, 2015, at 9:06 AM, Henna Sherzai wrote:

Thanks, Dawn! It wouldn't hurt to have the cost for both. I mentioned it in our staff meeting after we met. It sounds like there was some demand for posters of the infographic in 2013 so I'm beginning to think a good quality insert is the way to go. I think a lot of people held on to it.

If we sent you all of the press materials by 1/12, how many printed inserts would you need and when would they need to be delivered?

---

**From:** Dawn Eastin [<mailto:dawn@downtownnews.com>]  
**Sent:** Monday, December 21, 2015 5:53 PM  
**To:** Henna Sherzai <[HSherzai@downtownla.com](mailto:HSherzai@downtownla.com)>  
**Subject:** Thank you and inserts

Thank you for breakfast, Henna. I love the new direction for the marketing committee.

On the pricing for the possible inserts for the demographic study. The cost would be \$1760.

I know cost was an issue, let me know if you would still like pricing on the Spadea (1/2 front, full back).

Dawn

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